

Exploring The Influence of Price and Service Quality on Customer Satisfaction: A Study of Maxim Ride-Hailing in Palembang

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This study aims to analyze the influence of price and service quality on consumer satisfaction in Maxim's ride-hailing service in Palembang City. The study used a quantitative approach with a non-probability sampling technique through a purposive sampling method involving 100 active users of Maxim's ride-hailing service. Data were collected through a questionnaire using a 5-point Likert scale distributed both online and offline. Data analysis was conducted using multiple linear regression to examine the influence of price and service quality on consumer satisfaction, both partially and simultaneously. The results of this study indicate that price and service quality have a positive and significant effect on consumer satisfaction. Competitive and transparent pricing plays an important role in increasing consumer satisfaction, while the dimensions of service quality—tangible, reliability, responsiveness, assurance, and empathy—have a greater influence on overall satisfaction. This research is expected to contribute to the literature on the relationship between price, service quality, and consumer satisfaction, particularly in the context of online transportation services. Practically, these findings provide recommendations for Maxim to maintain a balance between affordable pricing strategies and improved service quality to sustain consumer trust and competitiveness in the market.

Keywords: Price, Service Quality, Customer Satisfaction

INTRODUCTION

The swift advancement of technology has transformed individuals' lifestyles, particularly in their utilization of transportation services. Historically, Indonesian culture depended predominantly on traditional modes of transportation, including rickshaws, minibuses, taxis, and motorcycle taxis (Al-Fattah *et al.*, 2024). In traditional transportation, passengers typically wait along the roadside or at ojek bases, often placing orders via telephone, with the fare subsequently established through negotiation (Putnarubun *et al.*, 2025). The evolution of digital technology subsequently led to the emergence of online transportation services that employ internet-based applications to swiftly and effectively link drivers with passengers. This service provides multiple conveniences, including online booking, travel cost estimation, location tracking, and adaptable payment options (Sugesti & Aurellea, 2025).

The availability of online transportation offers convenience, efficiency, and enhanced comfort to the public. With the use of cellphones, society can now travel effortlessly, eliminating the need to wait or actively search for drivers (Februara *et al.*, 2024). This development also incites numerous discussions and societal disputes, particularly between online and traditional drivers (Sutimin, 2021).

The issue emerged when traditional drivers perceived a disadvantage because of the lower online transportation rates and the more convenient booking mechanism via the app (Dewi & Taufiqurahman, 2022). Moreover, ambiguous legislation governing internet transportation frequently results in conflicts on the ground (Ananda, 2022). Pratiwi *et al.*, (2024) state that other online transportation businesses, including Gojek, Grab, and Maxim, have developed and are vying vigorously to provide superior services to the public. According to INDEF (2023), consumer satisfaction levels indicate that Gojek leads with 83%, followed by Grab at 54%, and Maxim at a mere 21%. This signifies that Maxim's consumer satisfaction rating remains inferior relative to its competitors. Price is a significant factor affecting consumer satisfaction levels.

Kotler & Keller (2021), define price as the monetary amount required to acquire a commodity or service. Consumers will experience satisfaction if the pricing aligns with the benefits and quality provided. Tjiptono & Diana (2022) define consumer satisfaction as the degree of an individual's emotional response following a comparison between perceived performance and expectations. Consumers will feel satisfied if the price paid corresponds with the benefits received. Nonetheless, according to reviews on the Play Store, there are ongoing issues over inconsistencies in fares for Maxim services. Several customers experienced fare fluctuations of Rp2,000–Rp4,000 throughout their trips, creating a perception of diminished transparency and adversely affecting customer satisfaction levels.

In addition to price, service quality is another determinant of consumer satisfaction. Wirtz & Lovelock (2019) assert that service quality denotes the degree to which a corporation fulfills consumer expectations. Gultom (2023), defines service quality as the degree to which consumer wants and expectations are fulfilled. Parasuraman *et al.*, (1991), identify five key elements of service quality: tangibility, reliability, responsiveness, assurance, and empathy.

User evaluations on the Play Store indicate that Maxim's service continues to encounter difficulties, including driver delays, unilateral order cancellations, inadequate car maintenance, and discourteous driver conduct. Prior studies have demonstrated analogous findings. Richard & Christiani (2025) assert that price adversely influences consumer satisfaction, but service quality exerts a favorable and significant effect. Amelia & Pratama (2023) discovered that excessively low costs can engender

unfavorable judgments of service quality. Sari & Nugroho (2022) have shown that competitive pricing can enhance consumer satisfaction. Putri & Ardiansyah (2024) assert that aspects of service quality, including driver amiability, timeliness, and car condition, substantially influence customer satisfaction. This study is to examine the impact of price and service quality on user satisfaction about Maxim ride-hailing services in Palembang City.

LITERATURE REVIEW

Price

According to Kotler & Keller (2021), price is the amount of money consumers must pay to obtain a product or service. Price plays an important role in attracting consumer buying interest and creating satisfaction. When consumers feel that the price they pay is proportionate to the quality and benefits they receive, they are likely to continue purchasing. On the other hand, consumers will cease purchasing the product if they perceive the price to be out of line with the value they receive. Meanwhile, Kapriani *et al.*, (2021) stated that price is a measure of the balance between the benefits obtained from a product and the amount spent by consumers. Individuals' differing economic and environmental conditions influence price assessment, making it subjective. In some cases, consumers are willing to pay a higher price for better quality products or services because they perceive the product provides commensurate benefits.

Arsyad (2023) delineates that the purposes of pricing fundamentally encompass five elements: survival, profit maximization, sales maximization, prestige, and return on investment. The purpose of survival is to enable the organization to endure adverse market conditions without necessitating profit augmentation. The profit maximization objective is to attain earnings in alignment with established targets, whereas the sales maximization objective is realized through a low-price strategy to increase market share. Other wise, individuals with a certain decision-making style are more inclined to perceive lower quality associated with price cuts, adversely affecting product assessments (Liu & Morrin, 2025). The prestige objective aims to establish a unique image through elevated pricing, whereas the return on investment objective is designed to ensure the recovery of invested capital with a specified profit.

Kotler & Armstrong (2021) identify various pricing techniques within the product mix, including product line pricing, captive product pricing, by-product pricing, and product bundle pricing. Moreover, numerous variables must be evaluated when establishing price, including price accessibility, price correlation to product quality, price competitiveness, and price alignment with consumer advantages. Consequently, the appropriate price not only represents economic value but also reflects the consumer's perception of the benefits they receive.

Service Quality

Wirtz & Lovelock (2019) assert that service quality is a critical element that organizations must effectively manage to foster a positive consumer experience. Service quality refers to how well the products or services meet the needs and expectations of customers. An improved service correlates with an increased probability of consumer satisfaction and repeat usage. Nisa & Farida (2021) asserted that service quality is the consumer's evaluation of the alignment between the service provided and the

service anticipated. The cornerstone of delivering superior service quality is a company's capacity to fulfill or go beyond consumer expectations.

Parasuraman *et al.*, (1991) identify five key elements of service quality: tangibility, reliability, responsiveness, assurance, and empathy. The tangibility dimension refers to a company's capacity to manifest its presence through physical facilities and employee appearance. Reliability denotes a company's capacity to provide services with precision and consistency. Responsiveness denotes a company's alacrity in aiding clients and delivering explicit information. Assurance pertains to the proficiency and politeness of employees in cultivating consumer faith in the organization, whereas empathy denotes authentic concern and a compassionate disposition toward the demands of each customer. By evaluating these five factors, firms can develop efficient service systems that improve consumer happiness and loyalty, particularly in service sectors such as online transportation services.

Consumer Satisfaction

Kotler & Keller (2021) define consumer satisfaction as an individual's emotional response of pleasure or disappointment resulting from the comparison of their expectations with the actual performance of the obtained product or service. Consumer satisfaction occurs when a product's or service's performance meets or exceeds expectations, whereas dissatisfaction happens when outcomes fall short of expectations. Purba *et al.*, (2023) characterize consumer satisfaction as an emotional response resulting from the utilization of a product or service. This reaction arises from an assessment of the benefits obtained in relation to the individual's requirements and expectations. Novrianto *et al.*, (2024) underscore that consumer happiness is a critical element in the commercial realm. To accomplish this, organizations must comprehend the continually evolving demands and wishes of consumers and endeavor to match or surpass their expectations.

Anugrah *et al.*, (2024) assert that multiple aspects affect consumer satisfaction, including product quality, pricing, service quality, consumer attitude toward the product, and the cost and accessibility of acquiring the goods. These interrelated aspects shape the level of satisfaction consumers experience with a product or service. Tjiptono & Diana (2022) provide various factors for assessing consumer happiness, including product or service quality, pricing satisfaction, and the user-friendliness of the service. Increased product and service quality, along with competitive pricing and accessibility, enhances a company's potential to cultivate satisfied and loyal customers for its offerings. (Arsyad, 2023) Optimal and high-quality client satisfaction, particularly in the service industry, is essential for attracting interest and ensuring contentment. Consequently, firms must endeavor to comprehend the requirements and aspirations of their clients.

Conceptual Framework

A conceptual framework was established to elucidate the link between the variables under investigation. This framework delineates the theoretical correlation among price, service quality, and customer satisfaction for Maxim ride-hailing services in Palembang City. This framework integrates pertinent theories and prior empirical findings, providing a foundation for hypothesis formulation and guidance for empirical research execution.

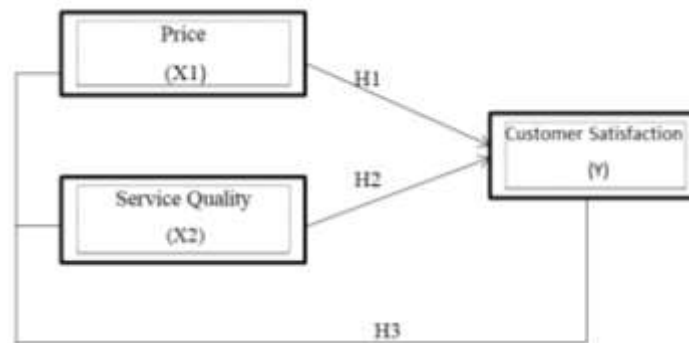


Figure 1. Conceptual Framework

1. Price Influence on Customer Satisfaction

In the study, price is considered a critical factor that directly affects customer satisfaction. Customers are likely to evaluate whether the price they pay for the service aligns with the perceived benefits they receive, such as the convenience and quality of the service. The manuscript suggests that competitive and transparent pricing plays an important role in fostering a positive perception and satisfaction among consumers. When consumers feel they are receiving good value for the money they spend, they are more likely to remain loyal and satisfied with the service. Thus, we hypothesize:

Hypothesis 1 (H1): There is a positive and significant effect of price on customer satisfaction in Maxim's ride-hailing service. As the price becomes more competitive and aligned with customer expectations, customer satisfaction increases.

2. Service Quality Influence on Customer Satisfaction

Service quality, as outlined in the study, encompasses several key dimensions such as reliability, responsiveness, assurance, and empathy. These elements directly influence how consumers perceive the quality of the service they are receiving, which in turn impacts their satisfaction. Customers value services that meet or exceed their expectations, and in the case of Maxim, factors such as timely pickups, clean vehicles, and polite drivers play a significant role in creating a positive service experience. Given that service quality has been shown to have a stronger impact on satisfaction, we hypothesize:

Hypothesis 2 (H2): Service quality has a positive and significant impact on customer satisfaction. Factors such as vehicle cleanliness, driver professionalism, and timely service are key determinants in enhancing customer satisfaction with Maxim's ride-hailing services.

3. Combined Effect of Price and Service Quality on Customer Satisfaction

The study also examines how price and service quality, when considered together, contribute to customer satisfaction. Both variables have been found to have significant individual effects on satisfaction, but their combined influence is even more pronounced. Price and service quality are interrelated in a way that pricing that is too low can sometimes result in a perception of poor service quality, while higher prices can justify better service. This hypothesis posits that the relationship between price and service quality, when balanced properly, creates the most optimal experience for customers.

Therefore, we hypothesize:

Hypothesis 3 (H3): Both price and service quality collectively influence customer satisfaction with Maxim's ride-hailing service. A combination of competitive pricing and high service quality leads to greater overall customer satisfaction.

METHOD

This study employs a quantitative methodology via a survey technique. The quantitative method was selected since it is deemed most suitable for examining the correlation between measurable variables, namely the relationship between pricing, service quality, and customer satisfaction with Maxim ride-hailing services in Palembang City. Sugiyono (2019) Quantitative research aims to test hypotheses through statistical analysis based on data obtained from respondents. asserts that quantitative research seeks to evaluate ideas through statistical analysis derived from data collected from respondents.

The survey approach is employed to collect data directly from Maxim service customers through the distribution of questionnaires. This strategy enables researchers to acquire an objective assessment of consumer views concerning price, service quality, and reported satisfaction levels. The data gathered is primary, sourced directly from respondents, and augmented with secondary data from much pertinent literature and sources.

This study used a non-probability sampling strategy utilizing purposive sampling. The researchers employed this technique to delineate the sample based on specific criteria relevant to the research objectives. The eligibility criteria for respondents are (1) residence in Palembang City, (2) a minimum age of 17 years, and (3) utilization of Maxim's pick-up and drop-off service at least twice within the past six months. One hundred active users of Maxim services were selected as the research sample based on these criteria.

The research tool employed was a closed questionnaire utilizing a five-point Likert scale, from strongly disagree (1) to strongly agree (5). The survey encompasses three primary variables: price, service quality, and customer happiness. Data collection was executed through both online and offline methods to encompass a broader spectrum of respondents. Data analysis was performed with multiple linear regression via SPSS version 26. Prior to conducting regression analysis, validity and reliability assessments were executed to ascertain the appropriateness of the study instrument. Subsequently, traditional assumption tests were performed, encompassing normality tests, multicollinearity assessments, and heteroscedasticity evaluations, to verify that the regression model satisfied statistical criteria.

A t-test was employed for hypothesis testing to assess the partial influence of variables, while an F-test was utilized to evaluate their simultaneous influence at a significance level of 0.05. Furthermore, the coefficient of determination (R^2) analysis was employed to assess the degree to which pricing and service quality factors elucidate consumer pleasure.

This technique provides an empirical analysis of the impact of pricing and service quality on user satisfaction with Maxim ride-hailing services in Palembang. The research findings provide a strategic basis for the organization regarding pricing strategy, enhancement of service quality, and the preservation of customer pleasure and loyalty.

RESULT AND DISCUSSION

Profile of Respondent

This survey comprised 100 respondents who are active users of the Maxim ride-hailing service in Palembang City. All participants were chosen as a sample to demonstrate consumer perceptions and satisfaction levels with the price and quality of service offered by Maxim. This figure is deemed indicative for acquiring a comprehensive understanding of user attributes and their behaviors in utilizing the online transportation service. The bulk of participants in this study were male (40%), while female participants comprised 60%. This breakdown indicates that Maxim services in Palembang are predominantly utilized by female users. This arises from the significant mobility requirements of women in daily pursuits, including employment, shopping, and social engagements, coupled with the belief that online transportation services offer enhanced safety and convenience. Simultaneously, male users constitute a notable demographic, suggesting that Maxim services are favorably accepted across diverse groups, with little gender disparity. All respondents dwell in Palembang City and actively utilize Maxim's ride-hailing services. This indicates that Maxim has an extensive service area and is readily accessible to the public in different regions of the city. Effective accessibility is a determinant of consumer pleasure, as the simplicity of acquiring services correlates directly with favorable evaluations of the company's quality and dependability.

The frequency of use indicates that 28% of respondents utilize Maxim services every six months (rarely), 40% every three to six months (very often), and 32% monthly (often). The elevated frequency of use signifies a substantial degree of consumer trust and satisfaction regarding both the competitive pricing and the quality of service rendered. From a managerial standpoint, these results suggest that Maxim must persist in upholding competitive pricing and guaranteeing constant service quality, including punctual pickups, comfortable rides, and driver professionalism. Striving to achieve equilibrium between pricing and service dimensions will directly influence consumer satisfaction levels. A promotion plan that prioritizes cost-effectiveness, simplicity of ordering, and user safety can enhance Maxim's status as a leading online transportation service in Palembang City.

Validity Test

This study employed Pearson product-moment correlation analysis to validate that each questionnaire item effectively measures the variable under investigation. The analysis was performed at a significance level of 0.05 (5%) utilizing SPSS version 26. The calculation results indicate that all items possess a computed r value exceeding the table r value of 0.196, based on a total of 100 respondents. Consequently, all items are deemed valid and appropriate for the study, as they appropriately represent the variables of pricing (X1), service quality (X2), and consumer pleasure (Y).

Reliability Test

Upon validation of all items, the subsequent stage is to do a reliability test to evaluate the internal consistency of each study variable. Reliability testing was performed with Cronbach's alpha coefficient through SPSS version 26 software. If a research tool has a Cronbach's Alpha value higher than 0.60, it is considered reliable. This means that the tool is consistent enough to be useful. The analysis results indicate

that all variables satisfy the reliability criterion. The results of the reliability test are displayed in the table below:

Table 2
Reliability Result

Variables	Cronbach's Alpha	Reliability
Price (X1)	0,817	Reliabel
Service Quality (X2)	0,892	Reliabel
Customer Satisfaction (Y)	0,853	Reliabel

Source: Primary data

The results indicate that all items in the questionnaire exhibit a high degree of reliability and are suitable for subsequent study.

Normality Test

Normality testing is performed to ascertain whether the data in this study follow a normal distribution. This analysis employs the Kolmogorov-Smirnov test with SPSS version 26 software at a significance threshold of 0.05. The data is deemed regularly distributed if the significance value (Sig.) exceeds 0.05. The results of the normality test can be seen in the table below:

Table 3
Normality testing

		Unstandardized Residual
N		100
Normal Parameters	Mean	0,000000
	Std Deviation	2,91381867
Most Extreme Differences	Absolute	0,085
	Positive	0,047
	Negative	-0,085
Test Statistic		0,085
Asymp. Sig. (2-tailed)		0,070

Source: Primary data

According to Table 3, the Asymp. Sig. (2-tailed) value is 0.070, exceeding 0.05. Consequently, it can be inferred that the data in this study have a normal distribution and satisfy the basic conditions for regression analysis.

Multicollinearity Test

The multicollinearity test seeks to ascertain the existence of relationships among independent variables within the regression model. The evaluation was performed by analyzing the metrics of tolerance and the variance inflation factor (VIF). The criteria for decision-making stipulate that if the tolerance value is above 0.10 and the VIF is below 10, one can conclude that multicollinearity is absent. The outcomes of the multicollinearity assessment are presented in the table below:

Table 4
Multicollinearity Test

Variable	Tolerance	VIF
Price (X1)	0,572	1,749
Service Quality (X2)	0,572	1,749
Costumer Satisfaction (Y)		

Source : primary data

The test findings indicate that the variables of price (X_1) and service quality (X_2) possess tolerance values over 0.10 and VIF values below 10. Consequently, it may be inferred that no signs of multicollinearity exist among the independent variables in this investigation.

Test for Heteroskedasticity

A heteroskedasticity test was performed utilizing the scatterplot approach to ascertain the presence of symptoms of heteroskedasticity in the regression model. This test seeks to analyze the distribution pattern of residual points in relation to predicted values. The outcomes of the heteroskedasticity assessment utilizing a scatterplot are illustrated in the image below:

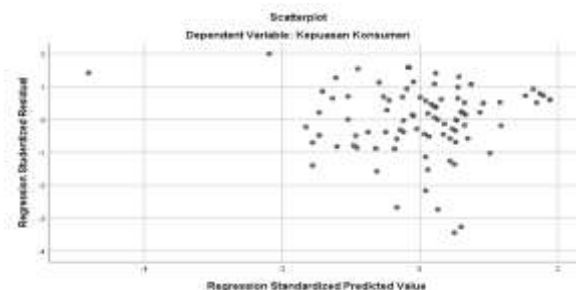


Figure 2 Heteroskedastisitas Test

Source: Primary data

The heteroskedasticity test findings indicate that the data points are randomly dispersed above and below zero on the Y-axis, without a distinct pattern. Therefore, it may be stated that this regression model exhibits no heteroskedasticity.

Multiple Linear Analysis

To examine the simultaneous influence of independent variables on the dependent variable, a multiple linear regression analysis was conducted. This analysis produces regression coefficient estimates that show the direction and magnitude of the relationship between variables. The results of the multiple linear regression analysis are presented in Table 5.

Table 5
Results of Multiple Linear Regression Analysis

Variable	B	t-count	Sig	Description
Constant	6.079	2.831	0.06	
Price (X1)	0.185	2.156	0.034	Significant
Service Quality (X2)	0.496	8.294	0.000	Significant
F-Test (Simultaneous)	-	84.664	0.000	Significant
R Square	0.636	-	-	2.944 (73.6%)
Adjusted R Square	0.628	-	-	2.944 (73.6%)

Source: Primary Data

The data indicates that pricing and service quality positively and significantly influence client satisfaction. The price coefficient is 0.185, with a significance level of 0.034, which is less than 0.05, suggesting that lower prices are associated with heightened consumer satisfaction. The service quality coefficient is 0.496, with a significance level of 0.000, which is less than 0.05, showing that enhanced service quality directly influences heightened client contentment.

The F-test yielded a value of 84.664 with a significance level of 0.000, which is less than 0.05, demonstrating that price and service quality have a simultaneous and considerable impact on consumer satisfaction. The R-squared value of 0.636 signifies that 63.6% of the variation in consumer satisfaction is accounted for by the price and service quality variables, with the remaining 36.4% attributable to external factors not examined in this study. After accounting for the number of factors and sample size, the adjusted R-squared score of 0.628 shows the variation in consumer satisfaction. Consequently, both the cost and the quality of service, whether individually or concurrently, substantially affect consumer satisfaction with Maxim's pick-up and drop-off service, and the regression model has been demonstrated to be viable and adept at accounting for the majority of the variation in consumer satisfaction.

The SPSS version 26 calculations revealed that the t-test results indicated a significant impact of the pricing (X_1) and service quality (X_2) variables on consumer satisfaction (Y), hence validating the research hypothesis. The F-test results indicated that both independent variables, price and service quality, collectively exerted a substantial influence on consumer satisfaction among users of the Maxim online transportation service in Palembang City. The data suggest that both pricing and service quality criteria, individually and collectively, significantly influence user satisfaction levels.

1. The Influence of Price on Consumer Satisfaction

The economical pricing of Maxim services demonstrates their perceived realism and accessibility among consumers, aligned with their financial capacities. In the realm of client happiness, pricing affordability is crucial as it elevates the favorable view of the service's value. When the given price corresponds with the consumer's purchasing capacity, sentiments of happiness, comfort, and confidence in the equilibrium between cost and benefit typically emerge (Apriliani *et al.*, 2022). Moreover, the pricing of Maxim services, aligned with financial capacities, reflects how consumers reconcile the provided price with their income and personal budget. When the pricing is affordable, consumers experience minimal economic strain, resulting in heightened happiness and ease in utilizing the service (Prasetya & Indiani, 2021).

The price commensurate with service quality is a significant element, as consumers typically experience satisfaction when the cost incurred is deemed comparable to the quality, amenities, and benefits received (Susanti et al., 2020). Consumers' evaluation of the alignment between Maxim's service quality and the price charged indicates their assessment of pricing fairness in relation to the outcomes or experiences received. When customers believe that the quality of the service matches the price, they are more likely to be happy and trust the service provider (Sukmanawati & Purwati, 2022). Furthermore, Maxim's cheaper service price compared to other applications increases consumer satisfaction, as consumers perceive their choice as both efficient and advantageous by paying a reduced price for similar quality (Wahida, 2022).

Selecting Maxim services due to competitive pricing illustrates the importance of cost as a primary determinant of client happiness. Competitive pricing demonstrates the service's acknowledgment of consumer requirements while maintaining quality (Prayoga, 2023). Consumer pleasure is achieved when individuals see that the expenses incurred are commensurate with the comfort, convenience, and efficiency provided by Maxim services (A. Arsyad, 2022). The assessment of Maxim's service benefits in relation to its cost illustrates the equilibrium between financial outlay and the value obtained, both functionally and emotionally (Lupiyoadi, 2021). The findings of this study align with prior research conducted by Anggraini & Pratomo (2022), which demonstrated that price positively and significantly impacts the satisfaction of Grab users in Bandung, and with the study by Lestari & Wibowo (2023), which indicated a significant effect of price on the satisfaction of Gojek service users in Yogyakarta.

2. The Influence of Service Quality on Consumer Satisfaction

The t-test results indicate that the service quality variable (X_2) achieved a significance value of 0.000, which is less than 0.05, demonstrating a positive and substantial impact on customer satisfaction. The F-test indicated a significance value of 0.000, which is less than 0.05, implying that service quality and pricing strongly influence Maxim consumer happiness. Essential elements such as vehicle cleanliness, driver presentation, and punctual pick-ups enhance client satisfaction by providing a professional, efficient, and safe service. Immaculate, well-maintained automobiles ensure comfort and safety, while courteous and tidy drivers further elevate the whole experience (Amponsah & Adams, 2021).

The professionalism of drivers is demonstrated through their punctuality and compliance with estimated pickup times, which aids consumers in conserving time and preventing confusion. Drivers' timely arrivals enhance consumer perception of value and bolster the reliability of the service system. Furthermore, drivers' prompt reactions to inquiries and grievances are essential for preserving client happiness. By immediately and competently handling difficulties, Maxim exhibits a dedication to fulfilling consumer wants and resolving problems, hence directly impacting overall satisfaction (Senelwa et al., 2023). Safety is a crucial element affecting customer pleasure. The devotion of Maxim drivers to cautious driving and adherence to traffic restrictions guarantees passenger safety during the ride. This compliance with safety protocols fosters trust and confidence in the service. Maxim's secure and transparent payment method offers transparency and alleviates concerns regarding concealed fees, thus instilling confidence and fostering a sense of trustworthiness and security (Santoso & Suliantro, 2023). Ultimately, consideration of passenger comfort is crucial for consumer happiness. Drivers who modify the vehicle temperature, maintain a cordial demeanor, and cater to customer preferences enhance the service experience considerably. Maxim's

reliability in accepting orders and articulating precise justifications for cancellations enhances consumer confidence. This method, coupled with competent and courteous service, guarantees that customers feel esteemed and content (Fadillah & Nuraulia, 2024). The findings align with existing research, reinforcing the positive impact of service quality on customer satisfaction in various industries (Putri & Hidayat, 2022).

3. The Influence of Price and Service Quality on Consumer Satisfaction

The F-test yielded a significance value of 0.000, which is less than 0.05, demonstrating that the independent variables (price and service quality) collectively influence the dependent variable (customer happiness). Consequently, it may be inferred that a substantial combined influence exists between pricing and service quality on consumer satisfaction. The results of this study align with the research by (Sari & Pratama, 2022) demonstrated that both pricing and service quality significantly affect customer satisfaction. Furthermore, a study by (Rahmawati et al., 2023). revealed that price and service quality variables have a positive and significant impact on customer satisfaction, suggesting that reduced prices and enhanced service quality are associated with higher levels of consumer satisfaction.

CONCLUSION

The research findings indicate that both price and service quality significantly affect consumer satisfaction with Maxim ride-hailing services in Palembang City, based on a sample of 100 respondents. Both criteria, namely price and service quality, significantly influence consumer satisfaction with Maxim ride-hailing services in Palembang City. This outcome signifies that the equilibrium between competitive price and high service quality is a crucial determinant of consumer happiness in online transportation services. These findings yield multiple topics for consideration and recommendations.

For Maxim, the findings of this research validate the significance of ongoing endeavors in sustaining and enhancing service quality. Factors like driver professionalism, vehicle hygiene and upkeep, and timeliness in passenger pick-up and drop-off are essential components that must be upheld to ensure a gratifying service experience. Furthermore, upholding competitive pricing that corresponds with the advantages afforded to consumers is a crucial element in preserving user pleasure and loyalty. Consequently, consumers may perceive the service's value as commensurate with the incurred cost, which encourages a sense of accomplishment and an inclination to persist in utilizing Maxim services in the future.

Consequently, the findings of this study may serve as a reference for future researchers aiming to enhance the examination of consumer satisfaction with online transportation services. Future study should include additional methodologies, such as direct customer interviews, to acquire more comprehensive and precise data concerning the determinants of satisfaction. Researchers may also use supplementary variables such as consumer behavior, customer loyalty, perceived value, and service experience quality to yield more comprehensive research findings. The theoretical framework can be enhanced by incorporating consumer behavior theory and customer satisfaction theory, including Expectancy Disconfirmation Theory and the Theory of Planned Behavior, to facilitate a more profound and intentional analysis of the relationship among expectations, perceptions, and customer satisfaction.

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